

**UTAH OFFICE OF TOURISM
BOARD MEETING AGENDA**
Friday, May 14, 2021 – 10:00am to 12:00pm
Virtual Meeting Via Zoom:

<https://us02web.zoom.us/j/88689068852?pwd=TIBVNDRhN1ZtOFZUQXRJbEZnZHFhQT09>

**Meeting ID: 886 8906 8852
Passcode: 845703**

1. Welcome & Introductions: Lance Syrett, Chair - 10:00 am
2. Approval of Minutes: Lance Syrett, Chair - 10:15 am
3. Managing Director Report: Vicki Varela, Managing Director, Utah Office of Tourism - 10:20 am
4. Red Emerald Strategic Plan Update - 10:35 am
Becky Keeney, Tourism Operations and Marketing Director, Utah Office of Tourism
Denise Jordan, Marketing Analytics & Research Manager, Utah Office of Tourism
5. Destination Development and Partner Relations Update- 10:55 am
Bianca Lyon, Director of Community and Partner Relations, Utah Office of Tourism
Flint Timmins, Destination Development Lead, Utah Office of Tourism
Celina Sinclair, Partner Relations Lead, Utah Office of Tourism
6. International Update- 11:15 am
Rachel Bremer, Tourism Global Markets Director, Utah Office of Tourism
Haley Rodgers, Global Content & Tour Specialist, Utah Office of Tourism
7. Marketing Committee Report:
 - a. Traveler Trends - 11:35 am
Jonathan Smithgall, Vice President Digital Marketing and Media, Love Communications
8. UTIA Update: Natalie Randall, Utah Tourism Industry Association - 11:50 am
9. Announcements/Upcoming Events – Board and Public - 11:55 am

Meeting adjourned

The next board meeting will be held on June 11, 2021 on Zoom.

Red Emerald Strategic Plan Imperatives

1. Prioritize quality visitation, not simply quantity of visitors
2. Distribute visitation
3. Continue powerful branding
4. Enable community-led visitor readiness
5. Improve organizational effectiveness